Maplin Product Display Wireframes v4.2.2

Created by Shain McAlindon 9th September 2016

About this document

This is an annotated set of wireframes for the Maplin Product Display v4. They are meant to communicate the user flow, functionality and layout of the product displays to be used throughout the new stores. They will also be used to create visuals assets (fonts, colours and other visual assets) before being built.

The wireframes are designed to work on a 10” landscape device, 1024x768px.

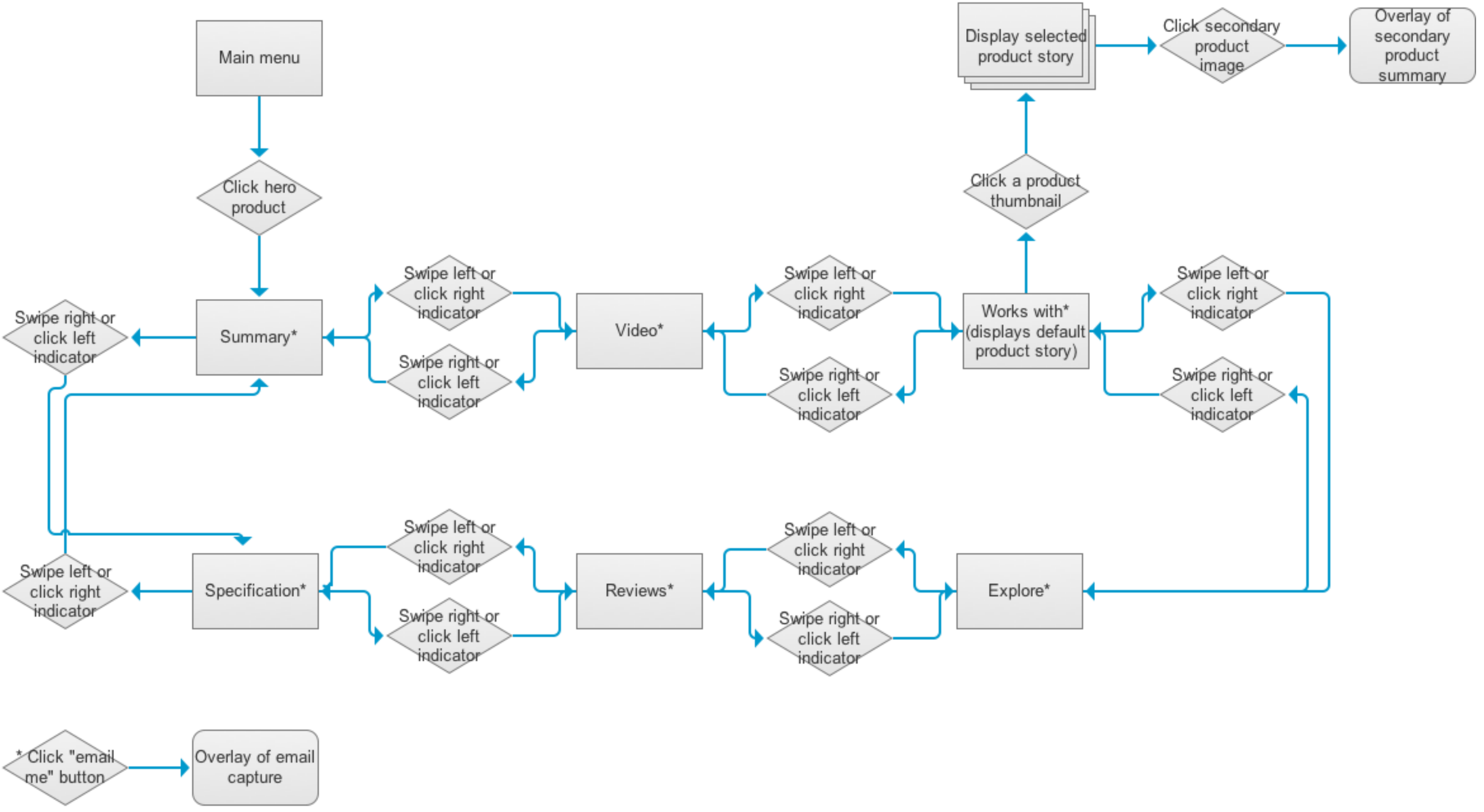
Contents

Jump to - all blue text in this document is clickable

1. User flow (UPDATE)
2. Main menu
    - Extended range (UPDATE)
3. Template (UPDATE)
    - Email capture (NEW)
4. Content
    - Summary
    - Video
    - Works with
    - Explore (UPDATE)
    - Specification
    - Reviews

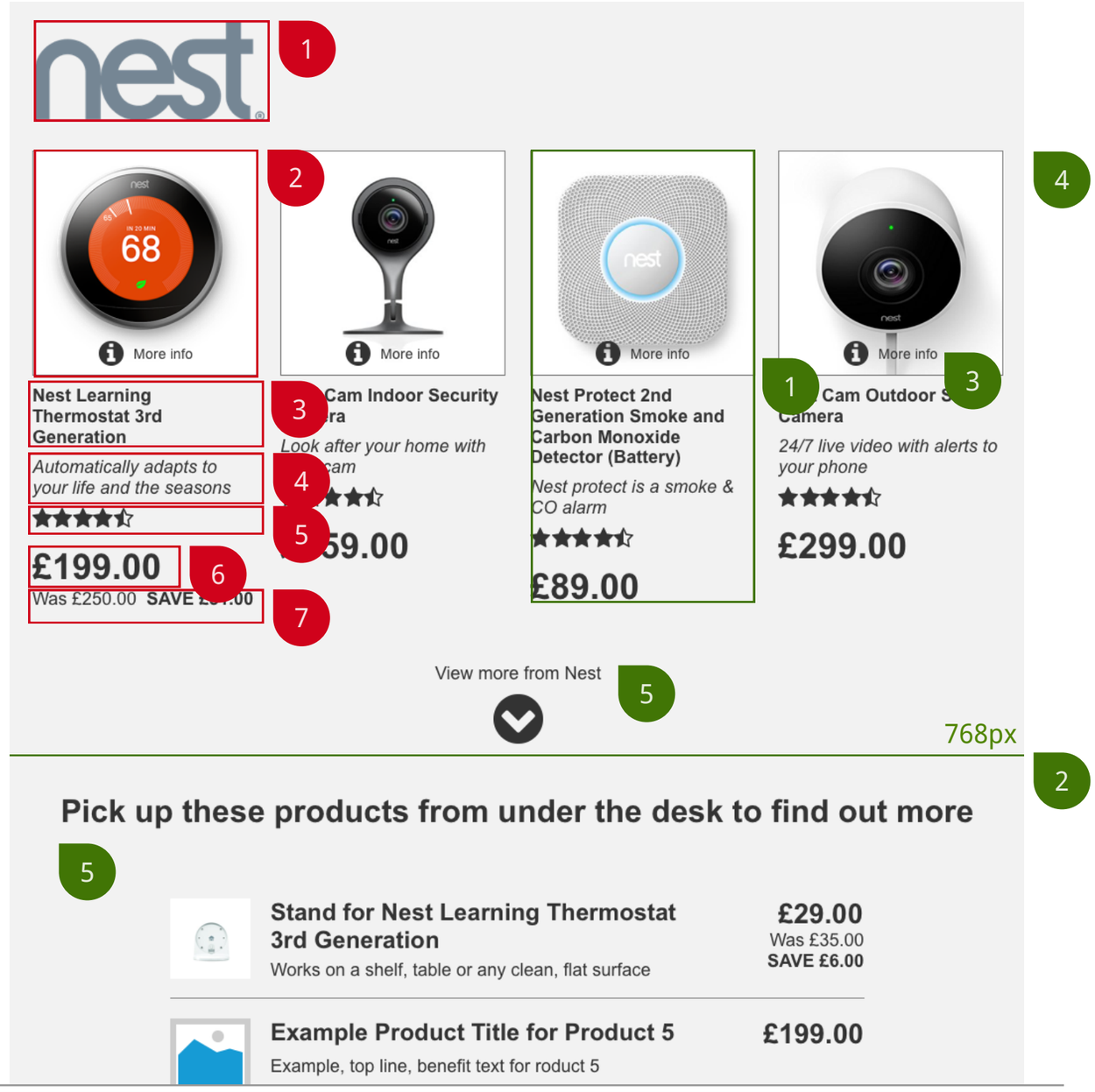
maplin

User flow



* Clicking a link within the navigation will jump the user to the relative page

maplin



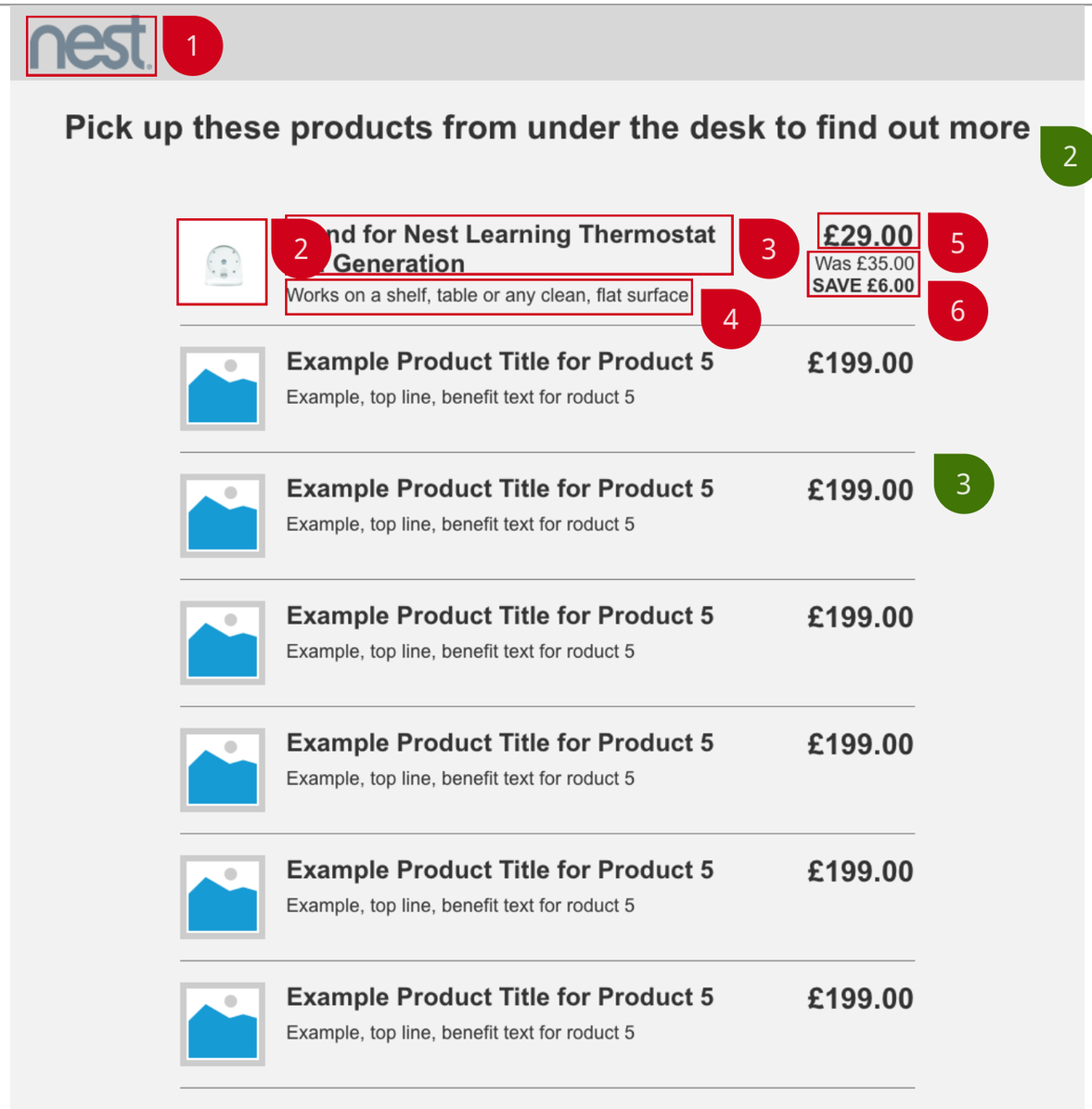
Main menu

Data layers

1. BL1: Brand logo
2. IM1: Image
3. PT1: Product title
4. TLB1: Top line benefit
5. R1: Rating
6. PP1: Price
7. WS1: Was/save

Functionality

1. Each product can be clicked to access more in depth information for that product. On click, the focus state should communicate this action to the user.
2. The information should not drop below the screen height, or push the extended range button out of view. We don't want the user to have to scroll up and down to view more of the hero product information.
3. "More information" link was noticed, but not used during testing, with users preferring to click on the image. "More information" has been moved to overlay the image.
4. Maximum number of hero products shown on the main menu will be 4 per device. As the number of products decreases, the spacing and aligment will change.
5. Extended range will be available from the main menu, appearing underneath the "hero" products. These can be scrolled to, or clicking this link will anchor the user with a linear animation.
6. After a period of inactivity (TBD) the user journey will reset to the Main menu.



1

Main menu: Extended range

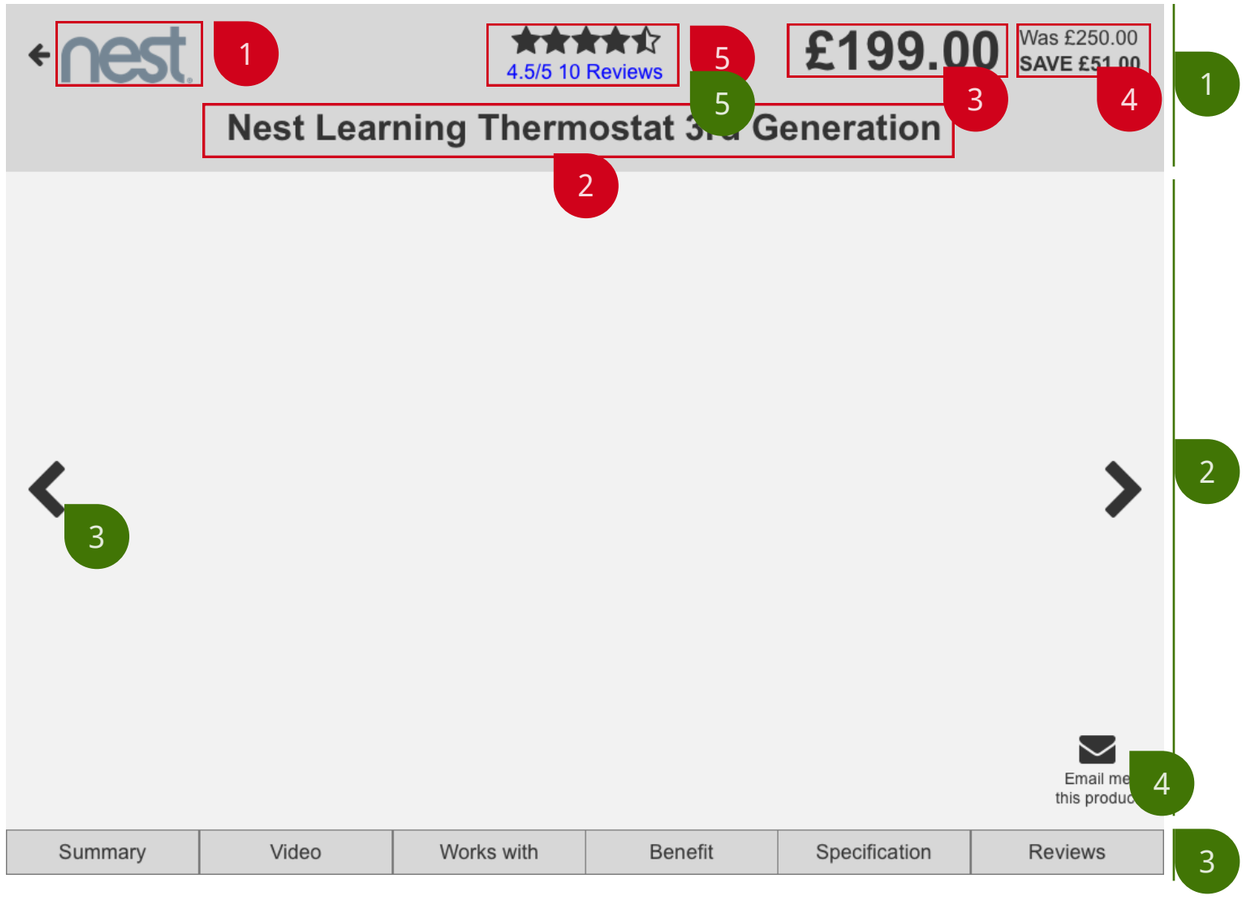
Data layers

1. BL1: Brand logo
2. LIM1: Lower image thumbs
3. PT1: Product title
4. TLB1: Top line benefit
5. 6. PP1: Price
6. 7. WS1: Was/save

Functionality

1. To keep the branding visible at all times, on scroll of the main menu, once the brand logo is out of view, a fixed header will be visible with a smaller brand logo within it.
2. A title will act as the call to action for the extended range products. Call to action text TBD.
3. Products within the extended range will appear as a list. These will show image, title, benefit text, price (was and save where applicable).
4. Products within the extended range should look different to the “hero” products as they are not clickable and we want to manage user expectations.

maplin



Template

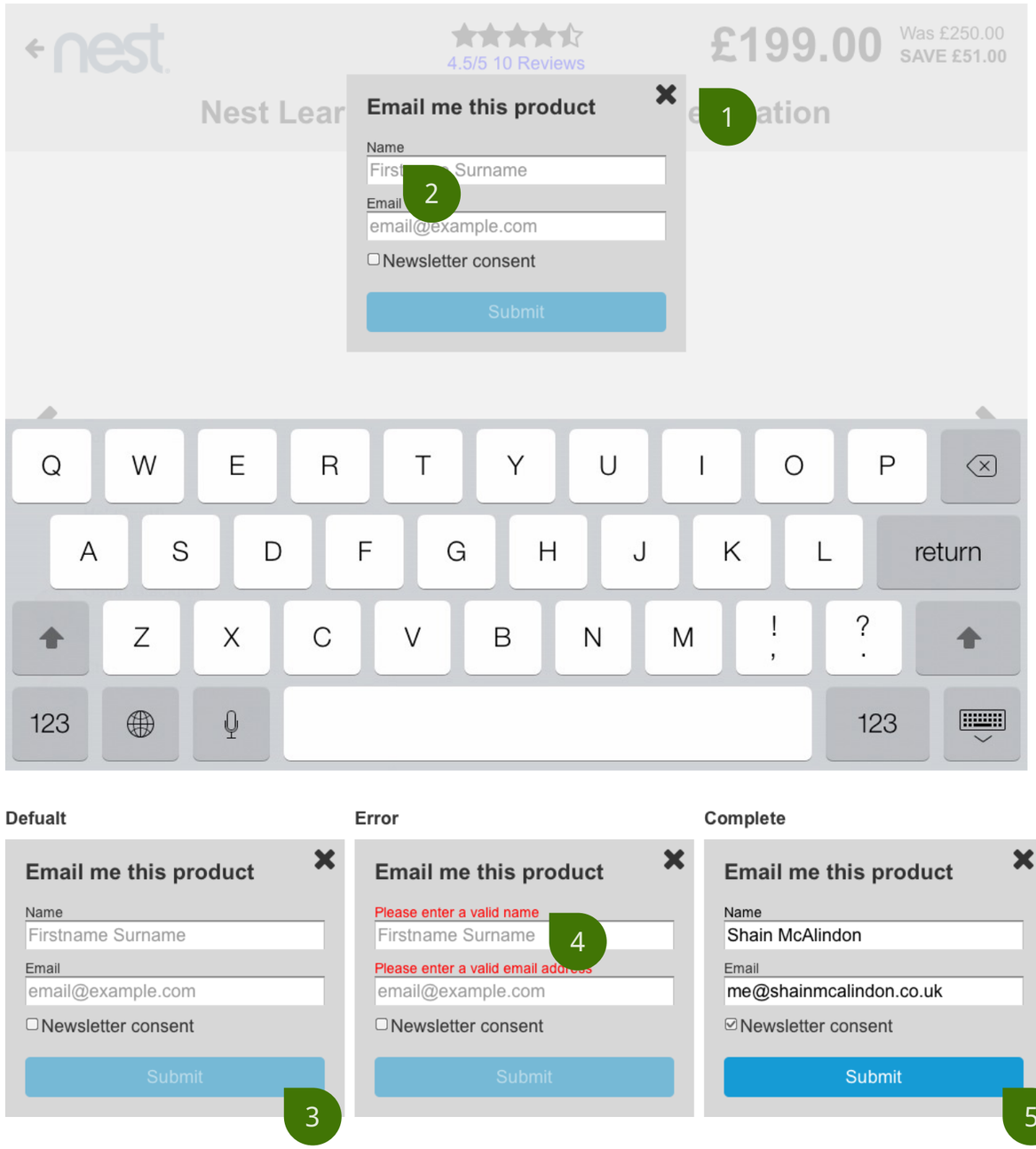
Data layers

1. BL1: Brand logo
2. PT1: Product title
3. PP1: Price
4. WS1: Was/save
5. R1: Rating

Functionality

1. Header: Fixed header.
2. Content: Content will be scrollable up and down where applicable.
3. There are 3 forms of navigation betwen content pages: swiping left & right or clicking a chevron will take you to the next page in the sequence, clicking a link in the footer will take you direct to that page. The footer navigation will be fixed.
4. Email call to action: Clicking this will allow the user to enter name, email and opt into the maplin newsletter. Submission of the form will send an email to the captured address with a weblink to the product.
5. Clicking reviews will navigate the user to review page.
6. Navigating between pages will invoke a slide animation to promote the use of the swipe getures.
7. The footer will reflect the content being shown. This will signify to the user where they are if they happen to get lost in the navigation.
8. The swipe gesture should only trigger an event when within the content area, not on the header or footer.
9. Swiping left or clicking on the right chevron whilst viewing the last page will go to the first page. Likewise swiping right or clicking the left chevron whilst viewing the first page will got to the last page.

maplin



Template: Email capture

Functionality

1. Clicking the “Email me” button will open an overlay to capture name, email and newsletter preference.
2. If we automatically focus on the first field, we can open the keyboard by default and remove a user interaction.
3. By default, the submit button should be disabled.
4. Clicking a disabled submit button will feedback to the user with prompts on how to complete the form. We can repurpose the label space for this by reffering to the label name in any error copy.
5. Once a field is complete, offer visual feedback, once the form is complete, allow the submit butto nto be enabled.

maplin

1

Relax and save energy with Nest Thermostat

2

The Nest Thermostat learns what you like and creates a schedule for your home, helping you save energy. With a larger display and a sharper resolution, it's simply beautiful.

3

Control from your phone
Change the temperate from anywhere using your phone, tablet or laptop

Helps save energy
Nest notices when you're away and automatically turns down the heat to save energy

The learning thermostat
No more programming, Nest learns your preferences and schedules itself

4

"Awesome. Just awesome.
Such a great piece of kit. Looks amazing and works flawlessly. Goes well with the smoke detectors too"
– Carlos

5

6

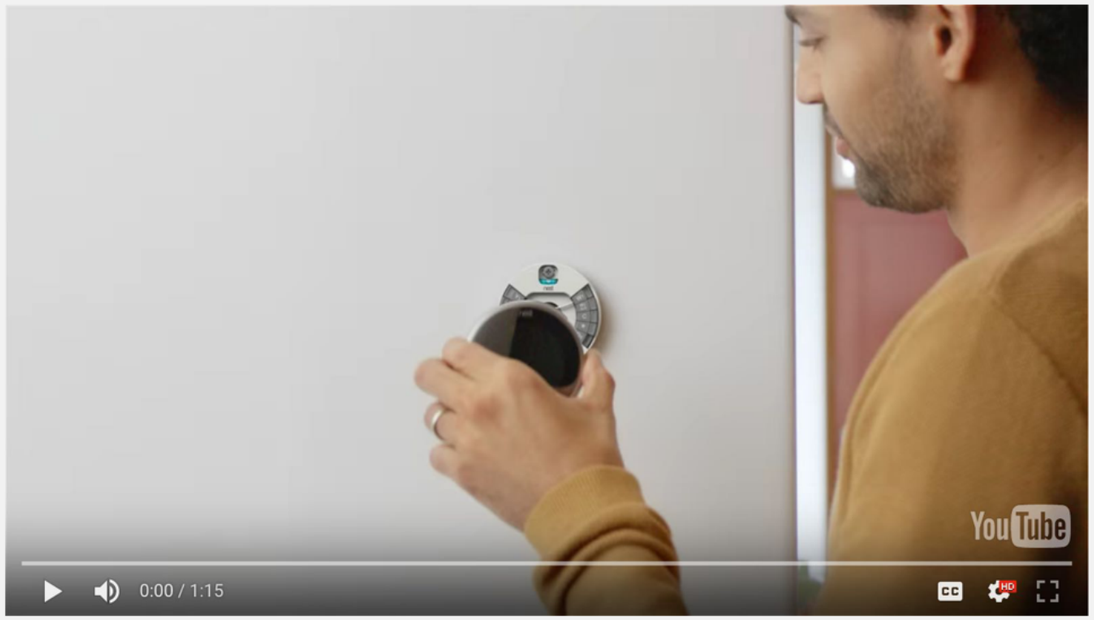
7

Content: Summary

Data layers

1. IM1: Image
2. TLB1: Top line benefit
3. SUMT1: Body paragraph
4. BUL1: Bullets 3-5
5. QU1: Quote title
6. QU2: Quote body
7. QU3: Quote name

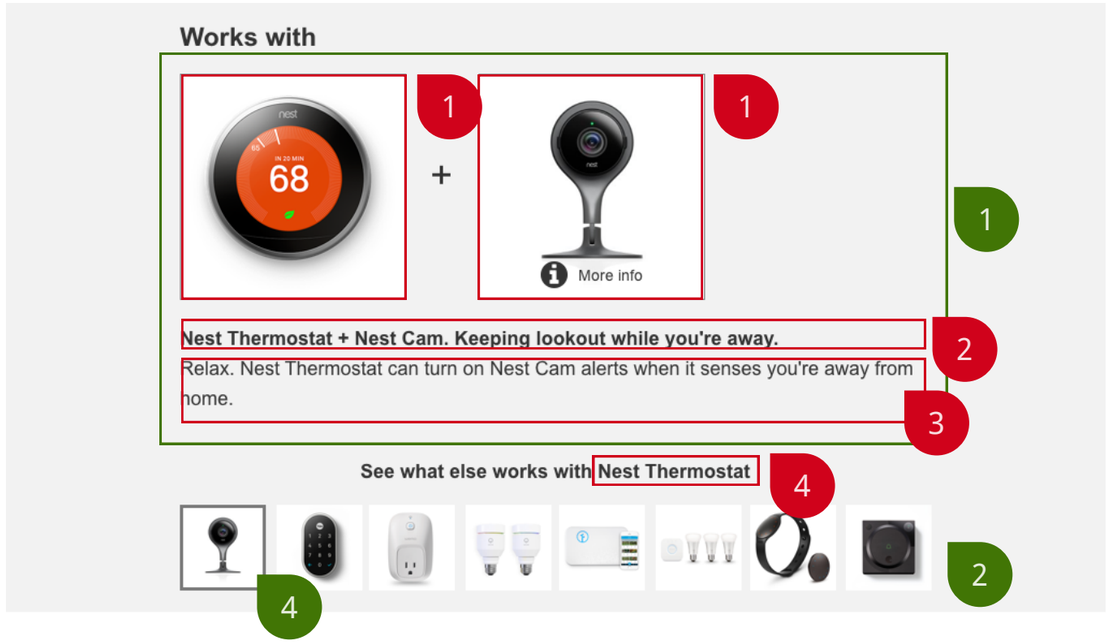
maplin

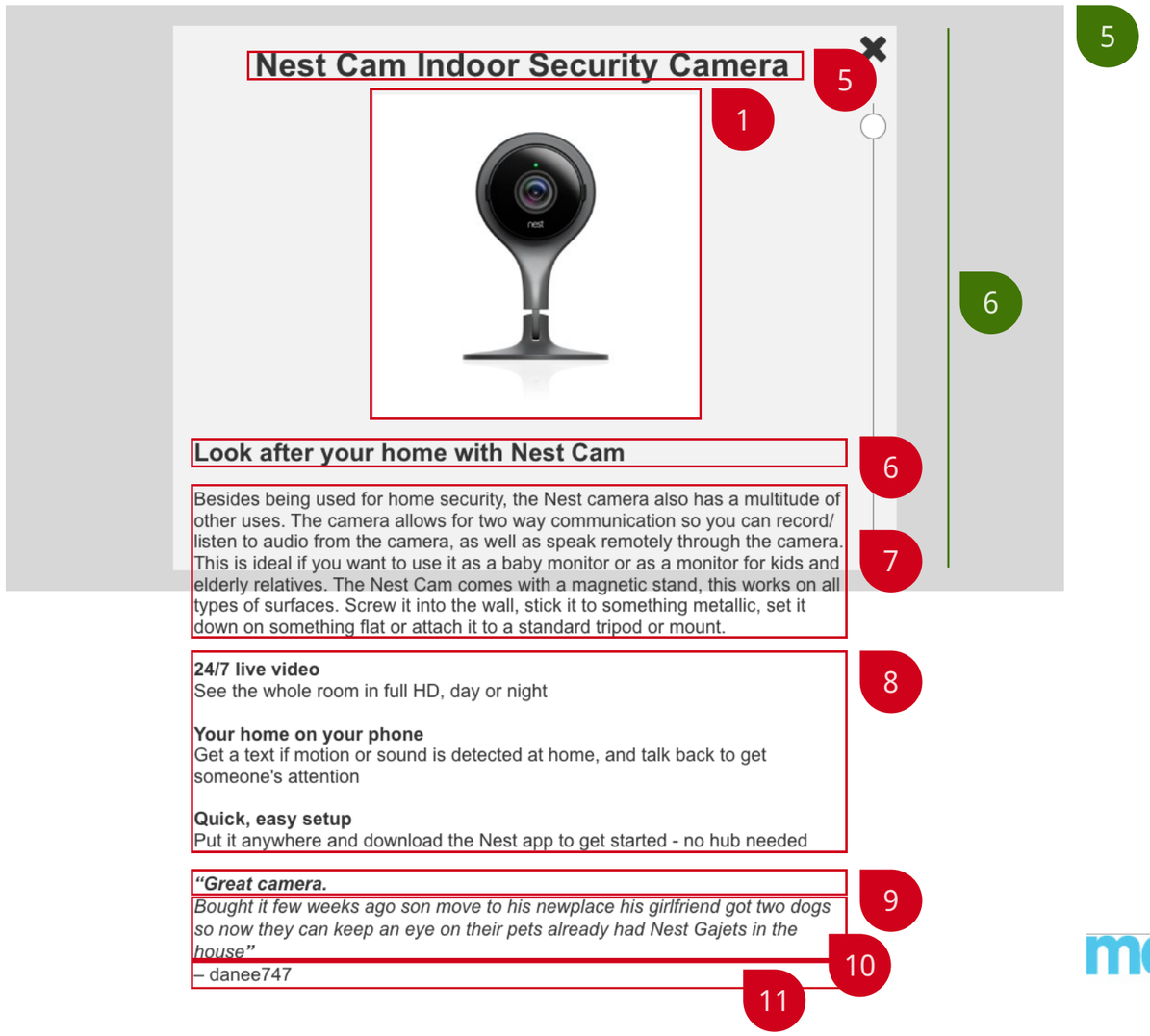


Content: Video

Data layers

1. VD1: Video





Content: Works with

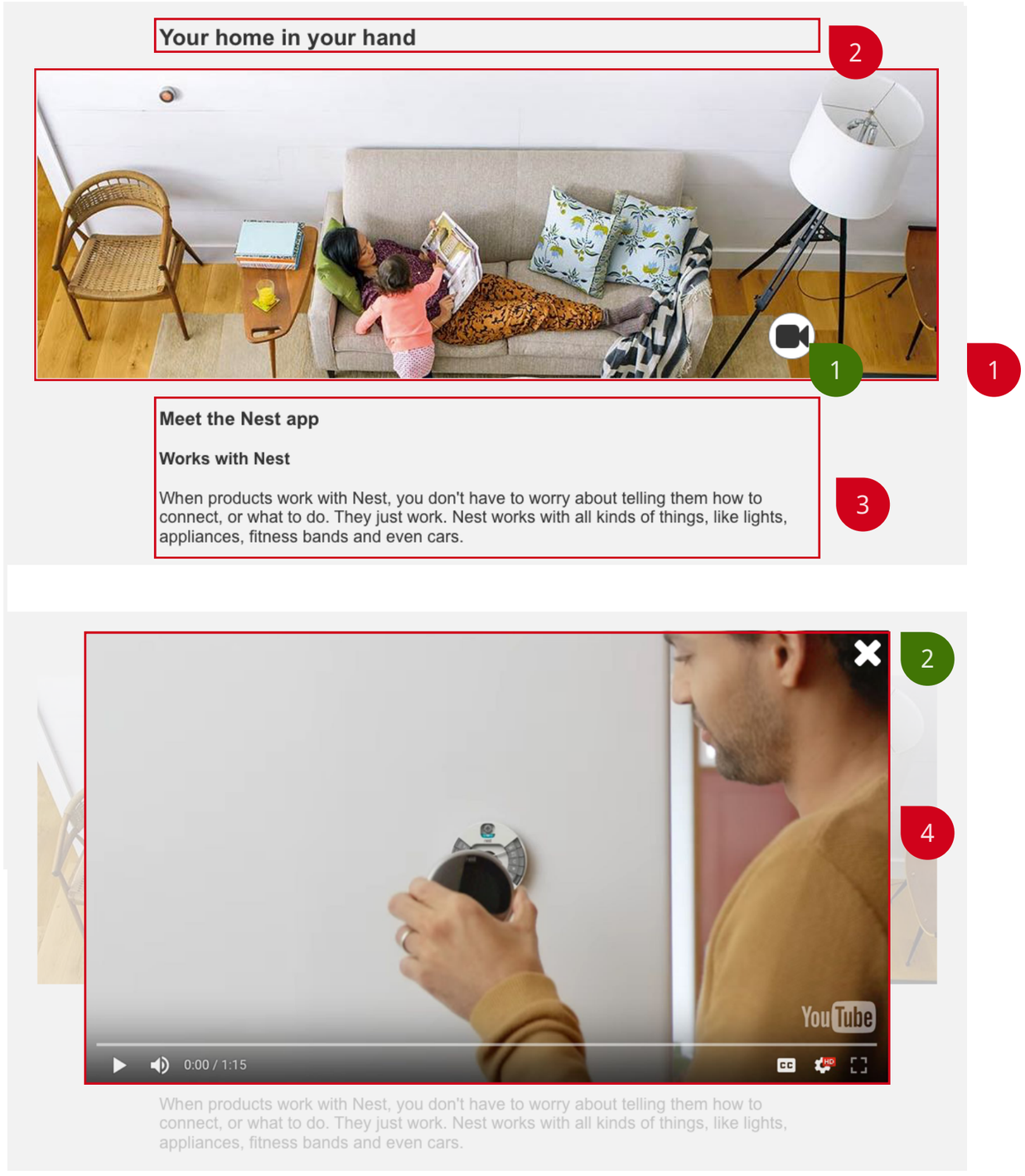
Data layers

1. IM1: Image
2. WW1: Header
3. WW2: Body paragraph
4. WW3: Lower title
5. PT1: Product title
6. TLB1: Top line benefit
7. SUMT1: Body paragraph
8. BUL1: Bullets 3-5
9. QU1: Quote title
10. QU2: Quote body
11. QU3: Quote name

Functionality

1. On page load the user will see a promoted relationship with another product. This will show images of the products that work together, with a story on those related products.
2. This, along with other products that work with this product will be listed underneath as thumbnails. Maximum of 8.
3. Clicking one of these will select this product and change the image and story to one that refereneces the newly selected product.
4. These thumbnails will have a selected state to communicate to the user which relationship they are viewing.
5. Clicking the secondary image will invoke an overlay with top level product information. Clicking off the overlay or the close icon will close it.
6. The overlay will be fixed height, with the ability to scroll within it.

maplin



Content: Explore

Data layers

1. IM4: Image
2. HTX1: Header text
3. BTX1: Body paragraph text
4. VD2: Video brand/lifestyle

Functionality

1. If a video is available, surface a link over image.
2. Clicking the lin will open the video in an overlay. This can be closed by clicking out of the video or with the close button.

Specification

Colour	Stainless steel
Screen	24-bit colour LCD 480 x 480 resolution at 229 pixels per inch (PPI) 5.3 cm diameter
Languages	English French Spanish Dutch
Compatability	The Nest Learning Thermostat is compatible with many central heating systems, including: Combi boilers System and heat-only boilers Domestic hot water tanks Hydronic underfloor systems Air-source and ground-source heat pumps (heating only) Zoned systems (one Nest Thermostat per zone) Heating systems with OpenTherm technology
Sensors	Temperature Humidity Near-field activity Far-field activity Ambient light
Wireless	Wi-Fi 802.11b/g/n @ 2.4 GHz, 5 GHz 802.15.4 @ 2.4 GHz Bluetooth Low Energy (BLE)
Size and weight	Display Weight: 206 g Diameter: 8.4 cm Height: 2.7 cm Base Weight: 38 g Diameter: 7.7 cm Height: 1.2 cm Assembled Weight: 244 g Diameter: 8.4 cm Height: 3.2 cm
Battery	Built-in, rechargeable lithium-ion battery

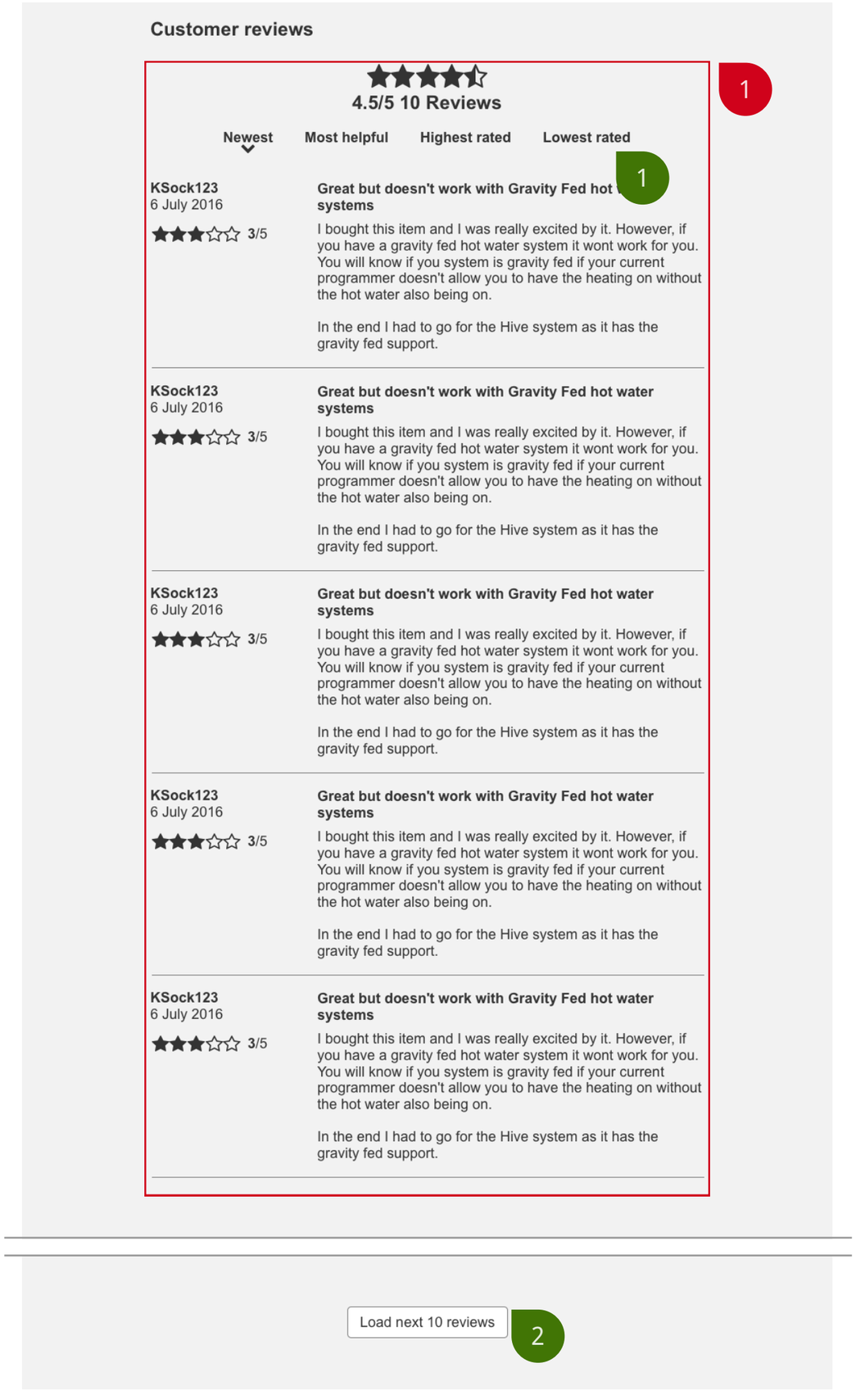
1

Content: Specification

Data layers

1. SP1: Data table

maplin



Content: Reviews

Data layers

1. RV1: Reviews

Functionality

1. Sort will be available. Rather than a drop down selection, key sorts will be pulled out. This will make it quick and easy to sort using the touch device.
2. 10 reviews will be loaded as default. At the end of 10 reviews, a load more button will appear. Clicking the load more will load the next 10 reviews.